

From: "Javier Torres" <jtorres@mediaeffective.com>

To: "Nicholas Salzano" <nicholas@nria.net>

Subject: RE: CNBC Radio

Date: Mon, 09 May 2016 15:04:17 +0000

Attachments: Strategic_Partnes_RE_Investment_Opportunity.docx

Inline-Images: image001.jpg; image002.jpg

Nicholas:

Please see attached Script for a radio spot that could run on CNBC Sirius Radio. Please note:

NRIA is not mentioned on spot, but we refer to "Industry Leading Partners on Design, Construction and Finance.

I tried to make it persuasive and credible. I used the same benefits of other spots, but re-arranged, changed words.

I am using the old phone number so it is different from the one you are running on Bloomberg Sirius.

My argument to negotiate this as a different client, will be that we are partnering with other industry leading companies and it is a new different deal.

Please review and let me know your thoughts.

Thanks,

Javier Torres
Director Media Effective
201.746.6592

From: Nicholas Salzano [mailto:nicholas@nria.net]

Sent: Friday, May 6, 2016 4:06 PM

To: Javier Torres

Subject: RE: CNBC Radio

ok

Best Regards & Delivering the Highest Realty Investment Results for our Valued Clients, I am

Sincerely,

Nicholas Salzano
Senior Independent Project Management Vice President

National Realty Investment Advisors, LLC
1325 Paterson Plank Road
2nd Floor
Secaucus, New Jersey 07094

T. (201) 210-2727

F. (800) 349-0925

C. (973) 689-5482

P.S. PLEASE NOTE: The contents of this email have been software dictated and not read or edited. Please excuse any misspellings, typographical errors, or grammatical misstatements due to the software's limitations.

E. nicholas@nria.net

Plaintiff's Ex. 20

Website:

<http://nria.net>

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From: Javier Torres [<mailto:jtorres@mediaeffective.com>]
Sent: Friday, May 06, 2016 3:42 PM
To: Nicholas Salzano
Subject: RE: CNBC Radio

I'll work on some and I will send them to you.

Javier Torres
Director Media Effective
201.746.6592

From: Nicholas Salzano [<mailto:nicholas@nria.net>]
Sent: Friday, May 6, 2016 3:26 PM
To: Javier Torres
Subject: RE: CNBC Radio

I couldn't do it until we hear a sample spot / see a script

Best Regards & Delivering the Highest Realty Investment Results for our Valued Clients, I am

Sincerely,

Nicholas Salzano
Senior Independent Project Management Vice President

National Realty Investment Advisors, LLC
1325 Paterson Plank Road

2nd Floor

Plaintiffs Ex. 20 Page 3 of 8

Secaucus, New Jersey 07094

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From: Javier Torres [<mailto:jtorres@mediaeffective.com>]**Sent:** Friday, May 06, 2016 2:55 PM**To:** Nicholas Salzano**Subject:** RE: CNBC Radio

There is a way that you can keep running on Bloomberg there. Your rate on Bloomberg is ok anyways. On CNBC is where I can save you good money.

For CNBC:

If I buy for you as NRIA they wouldn't let me buy at lower rates than what you have paid in the past. Even after many months.

What I have done with another client is to negotiate/advertise under a different client name.

On an ad for a Real Estate company we decided to use the actual names of the realtors instead of the name of the company.

Also you can you advertise one or more of the properties/projects and the benefits of investing on it.

It could also be a re-created testimonial from an investor on the results, etc.

Javier Torres
Director Media Effective
201.746.6592

From: Nicholas Salzano [<mailto:nicholas@nria.net>]

Sent: Friday, May 6, 2016 2:30 PM

To: Javier Torres

Subject: RE: CNBC Radio

Yea we would have to drop Sirius completely and Bloomberg there to get in?

How long?

Best Regards & Delivering the Highest Realty Investment Results for our Valued Clients, I am

Sincerely,

Nicholas Salzano
Senior Independent Project Management Vice President

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From: Javier Torres [<mailto:jtorres@mediaeffective.com>]

Sent: Friday, May 06, 2016 2:21 PM

To: Nicholas Salzano

Subject: CNBC Radio

Nicholas;

Please remember that I can get you a much better deal than what you were getting on CNBC Sirius Radio.
I can get you the same 60 spots you were getting for \$10,500 for about \$6,900.
You'll save \$3,600 per week or \$14,400 per month.

Now, there is the issue of NRIA being a direct client and we need to find a way to work around it.
Don't let me out on this one.

Thanks,

Javier Torres
Director Media Effective
201.746.6592

From: Nicholas Salzano [<mailto:nicholas@nria.net>]

Sent: Friday, January 15, 2016 12:10 PM

To: Javier Torres (jtorres@mediaeffective.com)

Subject: FW: Sirius Xm - CNBC Contract 1st Qtr 2016

\$10,500 A WEEK

60 SPOTS AT \$175

Best Regards & Delivering the Highest Realty Investment Results for our Valued Clients, I am

Sincerely,

Nicholas Salzano
Senior Independent Project Management Vice President

National Realty Investment Advisors, LLC

1325 Paterson Plank Road

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From: Rey Grabato
Sent: Friday, January 15, 2016 11:39 AM
To: Nicholas Salzano
Subject: Sirius Xm - CNBC Contract 1st Qtr 2016

Rey Grabato
Sole Managing Member



1325 Paterson Plank Rd. 2nd Floor
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C. (201) 873 5188
E. rey@nria.net

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STRATEGIC PARTNERS REAL ESTATE INVESTMENT OPPORTUNITY

RADIO SCRIPT 60 SECONDS

(LOC VOICE OFF):

THIS MESSAGE IS FOR SERIOUS INVESTORS ONLY:

Industry-leading partners in design, construction and finance are offering an EXCLUSIVE real estate investment opportunity just for you!...

Safe managed, high return, rented new properties that include:

- **\$150,000 dollars of built-in equity!**
- **5 years of guaranteed rents!**
- **Positive cash flows!**
- **No property tax for ten years!**
- **Profitable resale value certified by banks and appraisers!**
- **You buy low at wholesale, and rent or sell for big profits!**
- **Your Investment Property is 100% Financed and Professionally Managed!**

This easy and secure investment is proven to yield HIGH RETURNS! Call our team NOW for the simplest high return investment deal! Call 201-683-8800. That's 201-683-8-8-0-0.

Guaranteed Re-Sale Value Satisfaction

Guaranteed Profit Satisfaction

Or your Money Back.

Serious investors – make a small investment and get guaranteed profits. Call 201-683-8-8-0-0.
